



# EMBASSY OF THE UNITED STATES American Center Korea

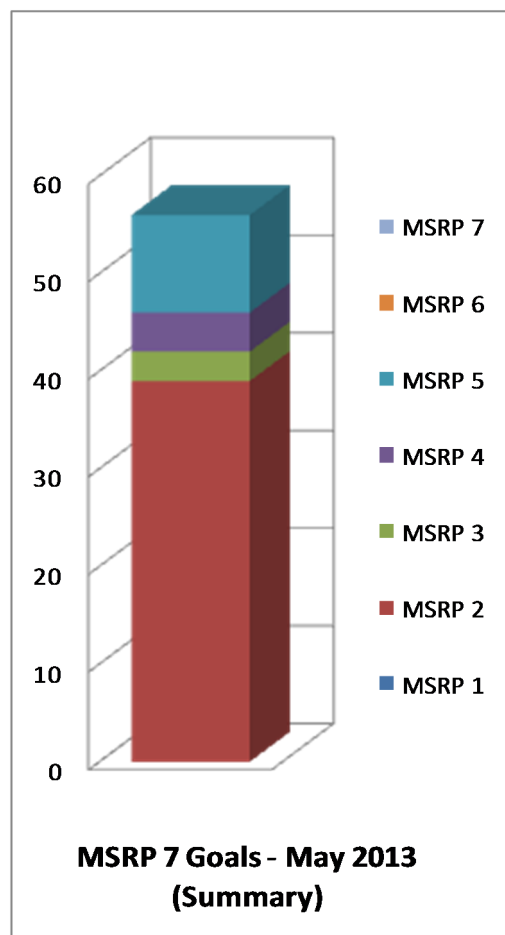
## FY2013 ACK Monthly Report—May 2013

### [May Highlights]

- General Explains Alliance to Young Koreans
- Synergizing EducationUSA and eLibraryUSA
- Embassy Promotes Press Freedom
- Embassy Supports Women Inventors Expo

### ACK At a Glance (May 2013)

<b>Total Number of Visitors</b>	<b>712</b>
<b>Total Number of Programs</b>	<b>15</b>
<b>Total Number of Program Attendees</b>	<b>650</b>
<b>Total Check-out</b>	<b>66</b>
11 Programs were organized by the ACK	<b>545</b>
4 Programs Organized by Other Sections	<b>105</b>



### Websites in May

<b>Number of Visits to Korean Website</b>	46%	<b>153,602</b>
<b>Number of Visits to English Website</b>	54%	
<b>Number of Hits to Korean Website</b>	36%	<b>580,018</b>
<b>Number of Hits to English Website</b>	64%	

### Electronic Outreach in May

<b>E-infoUSA</b>	Recipients	97,000 (15 Items)
<b>Article Alert</b>	Recipients	<b>6,880</b> (29 Items)

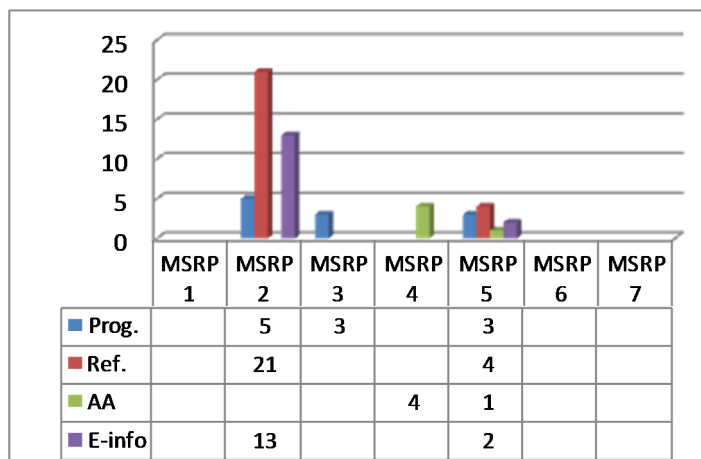
### Reference Services in May

Reference (in depth)	DRS	Mission	Non-DRS
<b>Total: 371</b>	7%	83%	10%

### ACK Circulation & Foot Traffic Counter Report in May

<b>Total Members Enrolled</b>	<b>747</b>
<b>Total Walk-in Patron</b>	<b>62</b>
<b>ACK Foot Traffic Counter Numbers</b>	<b>IN: 4,527 / OUT: 4,488</b>

## Mission Strategic and Resource Plan (MSRP 7 Goals) - May 2013



**Goal #1:** A Broader, More Mature and Balanced Security Alliance

**Goal #2:** Realizing Denuclearization and a Permanent Peace on the Korean Peninsula

**Goal #3:** A Stronger Economic Partnership

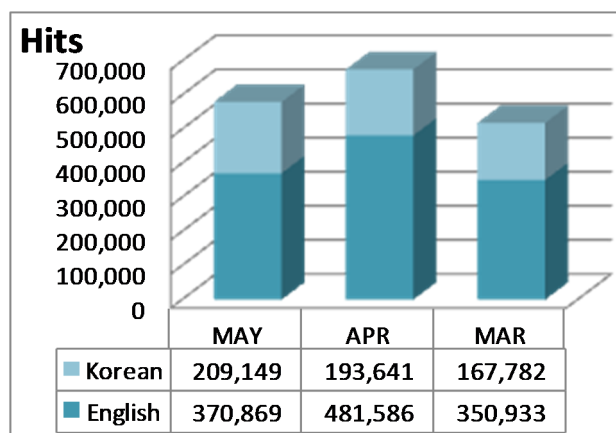
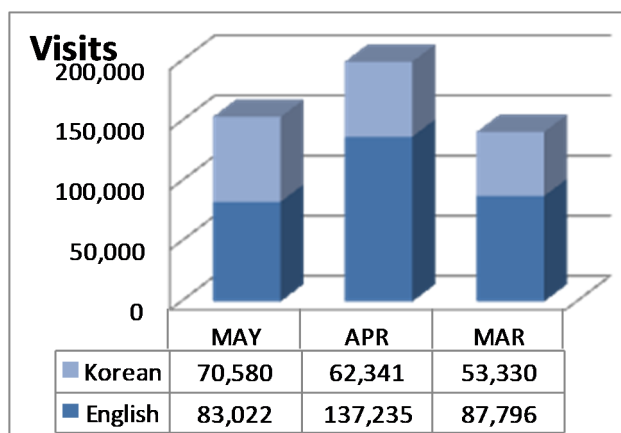
**Goal #4:** Cooperation in Clean Energy and Climate

**Goal #5:** Increased Korean Public Support for USG Interests, Policies and Global Priorities

**Goal #6:** Protection of U.S. Homeland, U.S. Citizens, and Our Friends and Allies

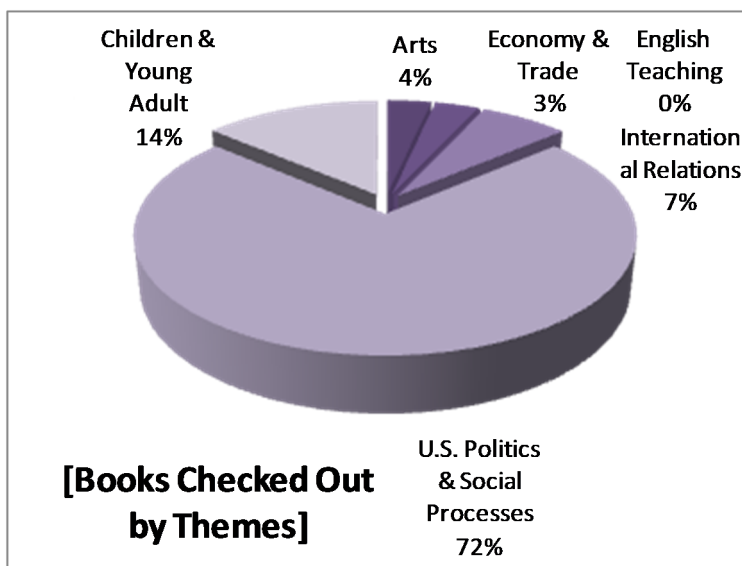
**Goal #7:** The New Embassy Compound and Operational Efficiency

## Embassy Website Hits & Visitors—May 2013



## ACK Circulation Report—May 2013

<b>Membership</b>	Total Members Enrolled	747
	New Members Enrolled by Month	61
	Patron Visit Numbers by Month	62
	Days Open	21
<b>Collection Status</b>	Circulating Books	7,136
	Circulating DVDs	1,057
	Circulating World Net DVDs	864
	Circulating Periodicals/Newspapers	113
	Circulating Audio Books	17
<b>Materials Checked Out</b>	Books	29
	DVDs	35
	Periodicals/Newspapers	2
<b>Patron's Resource Usage</b>	Patron Desk Internet	17
	eStation Desk Internet	15
	Government Publications	32



## General Explains Alliance to Young Koreans

Seoul, May 14 - Brigadier General Paul C. Hurley, Jr., U.S. Forces Korea Head of Logistics, talked about “The ROK-U.S. Alliance” at the 36th Embassy Youth Forum: Real People Talking. General Hurley’s program drew about 100 university students to the Embassy’s American Center for the panel discussion. Minister-Counselor for Public Affairs Brent Byers moderated the forum, which featured Hurley answering questions posed by five student panelists and the audience. The young people asked about US-Korea security issues, North Korea, and transfer of operational control.



## Synergizing EducationUSA and eLibraryUSA



Seoul, May 15 - Students from Seoul National University High School attended a briefing session at PA’s American Center to learn about the State Department’s Education USA services and eLibraryUSA resources. This was the students’ first visit to the Center, and many students stayed afterwards to research academic information.

## Embassy Promotes Press Freedom

Seoul, May 3 - PA hosted a program to engage journalism majors and university students on World Press Freedom Day. Consular Officer Min Kang spoke about freedom of expression in the United States and his experiences working in the Bureau of Democracy, Human Rights, and Labor. Following the discussion, a PA intern talked about Embassy internships, and American Center staff introduced library and online resources.



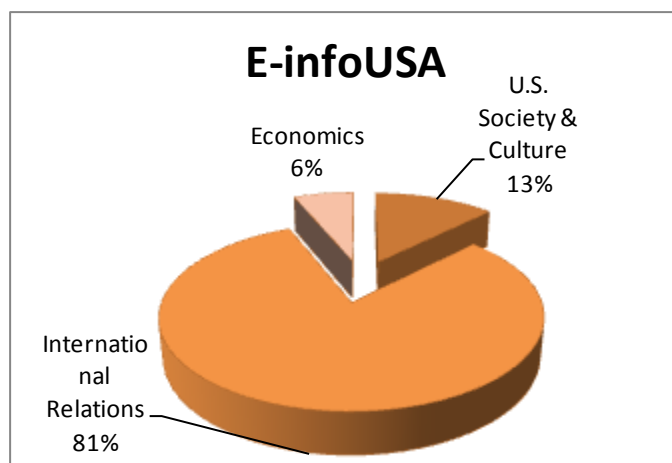
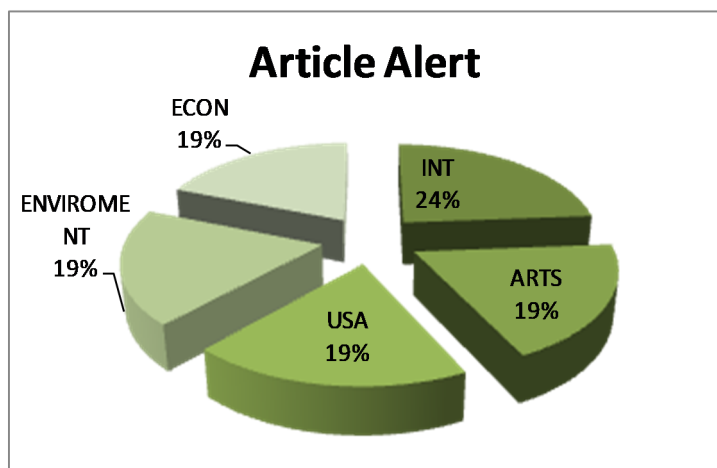
## Embassy Supports Women Inventors Expo



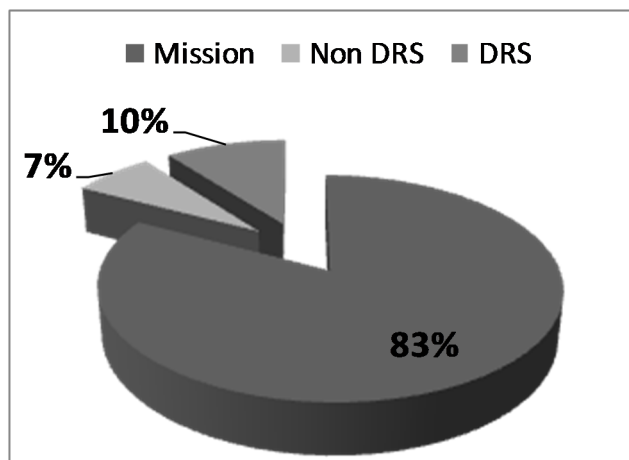
Seoul, May 1-4 – Teaming up with the Economic Section, PA’s American Center operated an Embassy booth at the Korea International Women Inventors Exposition. We displayed IIP posters and publications, demonstrating the U.S. commitment to innovation, entrepreneurship, and intellectual property rights. We also spotlighted information on educational opportunities in the United States and the Embassy’s EducationUSA advising center.

## Electronic Outreach: Article Alert & E-infoUSA

ACK Sent Article Alerts to 6,880 Recipients in May and Received 1,323 Responses & ACK Sent 17 E-infoUSA Emails to 97,000 Recipients in May.



## Research & Reference Services



### [Notable Inquires]

- U.S. Legislation Regarding Human Rights in the DPRK – from the Mission
- Quotes on US-ROK Relations – from the Mission

**Total Number Reference: 371**

Reference (In-Depth): 25

Quick Reference: 310

## Outreach Websites & ACK SNS

Outreach Websites:	Busan APP (English)	Busan APP (Korean)	Info-Pedia USA	Kids Website	American Corner
Total Hits	6,822	3,557	9,160	511	28

**[Visit our websites]** Busan APP Website: <http://busan.usconsulate.gov/> Kids Website: <http://kids.americancorners.or.kr/>  
 Info-Pedia USA: [http://info-pedia.americancorners.or.kr/ENG/index\\_eng.html](http://info-pedia.americancorners.or.kr/ENG/index_eng.html) American Corner Korea : <http://www.americancorners.or.kr/>